

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 559870 /		<u>Alt Order #</u> 07888631
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 12/11/786
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/16/12	10/21/12	NewsChannel 3 News	5-6am		:30			NM	4	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$780.00			
2	3	10/22/12	10/22/12	NewsChannel 3 News	5-6am		:30			NM	1	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$780.00			
3	3	10/16/12	10/21/12	NewsChannel 3 News	6-7am		:30			NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,010.00			
4	3	10/22/12	10/22/12	NewsChannel 3 News	6-7am		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,010.00			
5	3	10/16/12	10/21/12	CBS This Morning	7-9a		:30			NM	4	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$340.00			
6	3	10/22/12	10/22/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$340.00			
7	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$250.00			
8	3	10/21/12	10/21/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,660.00			
9	3	10/21/12	10/21/12	Face the Nation	1030-11am		:30			NM	1	\$1,995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,995.00			
10	3	10/16/12	10/21/12	Price Is Right	11am-12n		:30			NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$1,010.00			
E 11	3	10/22/12	10/22/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,010.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

Contract / Revision	Alt Order #
559870 /	07888631

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Crossroads GPS	12/11/786

Advertiser	Original Date / Revision
Crossroads GPS	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1	3	10/22/12-10/28/12		Price Is Right	11am-12n	M-----	:30		\$1,010.00	NM		
Credited												
D 12	3	10/16/12	10/19/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 13	3	10/22/12	10/22/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
14	3	10/16/12	10/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$675.00												
15	3	10/22/12	10/22/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$675.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$675.00												
16	3	10/16/12	10/21/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$3,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$850.00												
17	3	10/22/12	10/22/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$850.00												
18	3	10/16/12	10/21/12	Newschannel 3 News	5-530pm		:30			NM	4	\$3,520.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$880.00												
19	3	10/22/12	10/22/12	Newschannel 3 News	5-530pm		:30			NM	1	\$880.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$880.00												
20	3	10/16/12	10/21/12	Newschannel 3 News	530-6pm		:30			NM	4	\$3,520.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$880.00												
21	3	10/22/12	10/22/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$880.00												
22	3	10/16/12	10/21/12	Newschannel 3 News	6-630pm		:30			NM	4	\$5,380.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$1,345.00												
23	3	10/22/12	10/22/12	Newschannel 3 News	6-630pm		:30			NM	1	\$1,345.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$1,345.00												
24	3	10/16/12	10/21/12	7-730pm	7-730pm		:30			NM	4	\$5,380.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -1111-- 4 \$1,345.00												
25	3	10/22/12	10/22/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$1,345.00												
26	3	10/16/12	10/21/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$5,380.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$1,345.00												
27	3	10/22/12	10/22/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$1,345.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 M----- 1 \$1,345.00												
28	3	10/16/12	10/21/12	Sunday Prime	7-8pm		:30			NM	1	\$4,705.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

Contract / Revision	Alt Order #
559870 /	07888631

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Crossroads GPS	12/11/786

Advertiser	Original Date / Revision
Crossroads GPS	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S				1	\$4,705.00				
29	3	10/16/12	10/21/12	Late News (M-F)	11-1135p		:30			NM	4	\$8,040.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-1111--				4	\$2,010.00				
30	3	10/22/12	10/22/12	Late News (M-F)	11-1135p		:30			NM	1	\$2,010.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	M-----				1	\$2,010.00				
31	3	10/20/12	10/20/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,520.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S-				1	\$1,520.00				
32	3	10/21/12	10/21/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,520.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S				1	\$1,520.00				
33	3	10/16/12	10/21/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$3,120.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-1111--				4	\$780.00				
34	3	10/22/12	10/22/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$780.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	M-----				1	\$780.00				
35	3	10/20/12	10/20/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S-				1	\$180.00				
36	3	10/21/12	10/21/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S				1	\$515.00				
37	3	10/16/12	10/21/12	NCAA Football	Various		:30			NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S-				1	\$1,400.00				
38	3	10/16/12	10/21/12	NFL Today	Various		:30			NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S				1	\$1,000.00				
39	3	10/16/12	10/21/12	NFL Football (Early)	1-5p		:30			NM	1	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S				1	\$4,000.00				
40	3	10/20/12	10/20/12	730-8pm	730-8pm		:30			NM	1	\$340.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S-				1	\$340.00				
41	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----S-				1	\$250.00				
42	3	10/22/12	10/22/12	CBS This Morning	7-9a		:30			NM	1	\$340.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	M-----				1	\$340.00				
Totals											78	\$84,915.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	78	\$84,915.00	\$72,177.75
Totals	78	\$84,915.00	\$72,177.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.